

09/451315

ABSTRACT OF THE DISCLOSURE

A computer software product and system for advertising business, products and services. The computer software product comprises a computer readable storage medium having a computer program which when loaded into a
5 computer causes computer to locate and selecting at least one digital image provided in said storage medium and incorporate the image in a game. The software may automatically displaying a prestored sponsor message upon playing or completion of said game. The computer software may be part of system for managing a contest for a plurality of different sponsors. A host server accessible
10 by a communication network is provided with a computer software program for providing contest information on behalf of a plurality of sponsors to a plurality of consumers. The software keeps track of the number of times contest information is provided on behalf of one of the sponsors and allocating a cost to each of said sponsors.

del non-ideal feature